

**REMARKS**

In light of the above amendments and remarks to follow, entry of this amendment and reconsideration and allowance of this application are respectfully requested.

Claims 1-9 and 11 are pending in this application. Claims 12-20 and 22 are canceled.

Claims 1-9, 11-20, and 22 were rejected under 35 U.S.C. §103(a) as being unpatentable over von Rosen et al. (U.S. Patent 6,493,677) in view of Weder (U.S. Patent 6,444,072) and Simpson et al. (U.S. Patent 6,466,205).

The present invention is directed to a customized merchandise ordering system in which a user can select image data which is then processed into a printed hologram and incorporated onto the merchandise to customize it. Claim 1 has been amended to clarify this feature by reciting "a plurality of communication terminals for a user to order merchandise and to select image data for customizing the merchandise through a first network, wherein the merchandise is customized by incorporating a hologram of the selected image data."

The Examiner contends Weder discloses the use of printed holographic images on merchandise at column 5, line 65 to column 6, line 14. While Weder does discuss producing a holographic image on a substrate as a printing element, it does not disclose processing selected image data into a hologram or using a printed hologram to customize merchandise as required in the present claims. Likewise, von Rosen and Simpson do not disclose "the merchandise is customized by incorporating a hologram of the selected image data" as recited in the present claims.

Moreover, the present system requires the use of both a first network and a second network as shown in Figure 1. By

contrast, von Rosen relies solely upon the internet (i.e. a single network).

Accordingly, for at least these reasons, von Rosen, Weder and Simpson fail to obviate the present invention and the rejected claims should now be allowed.


As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095.

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Respectfully submitted,

By 

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